



ADVERTISE YOUR PANTRY

The First Thrill

NOW your Larkin Pantry is set up! The bright-colored cartons and the attractive labels are neatly arranged on the shelves. The crisp, flowing curtains have been placed at the sides of the Pantry and the front curtain can be seen hanging from the top rod. Dresses, rubber aprons, underwear, and a host of other things that women like, beckon to you from the display racks. The air is filled with the pleasant odor of perfume, spices, coffee and toilet water, as well as the smell of fresh, pure soap.

You cannot help but feel a thrill of satisfaction as you look at this display. You know the quality of the goods. You have used them. You are enthusiastic about them and are eager to let your friends know that you can be of service by making it possible for them to get high-grade Larkin Perfected Products at a moment's notice.

Let's Go

You have received, by mail, a package of announcements with your name and address printed on them. These announcements not only give valuable information about the benefits of buying from your Pantry but they also serve as a personal invitation for your friends to visit you.

It is important that you circulate these announcements as soon as possible, because by so doing you will quickly enlarge your cir-

cle of prospective customers.

On the next page we have shown some of the most popular methods of distribution.



ADVERTISE YOUR PANTRY

Announcements, Telephone, Friends

MOST Pantry Secretaries have found that a quick way to advertise their Pantry, is by mailing the Announcements to their friends. This little note from Mrs. Hawkins of Vermontville, Mich., tells of her success by using this method.

"I addressed envelopes to my friends and neighbors. Then I enclosed one of the announcements you sent me, put a stamp on each envelope (sent unsealed), and gave them to

the mail man. The next day the mail man, himself, stopped to see what a Larkin Pantry was like and bought \$1 worth of Products."

A personal call is one of the most effective ways to advertise your Pantry. Pay a visit to your friends, and with each leave an Announcement, inviting them to come to see your Pantry. When making such a call it is always well to fill your shopping bag with a representative line of Larkin goods; you will find that many sales can be made or orders taken at this time.

If you have a telephone, by all means use it in spreading the good news about your Larkin Pantry among friends and neighbors. Indeed, any Larkin Pantry Secretary who has not a telephone, will find that by placing one in her home and using it daily in the service of her customers, it will pay many times over for the convenience it affords her. *Use the telephone.*

Give several Announcements to each of your intimate friends and ask them to present these to their friends.

If you need more Announcements than we have sent, we will be pleased to furnish them, free.



ADVERTISE

Have a Pantry Party

YOU will find, after you distribute your announcements, that some people have not visited your Pantry, and a very good way to let these folks know what you can do for them is to have a Pantry Party. The following message from Mrs. Fred L. Nelson, Syracuse, N. Y., will tell you how she got her Pantry work started.

"I must tell you about the Larkin Pantry Party I held recently. I sent out cards announcing that I would give a surprise to all calling at my home on a certain evening. Every one was curious to learn what the surprise was to be, and all were delighted to find an opportunity to see and buy Larkin Products at Half Prices."

"Every one was eager to buy and my Pantry was nearly empty very quickly. Besides, I took orders for \$56 worth of other Larkin goods. After this session was over, all enjoyed sandwiches and Larkin Club Coffee."

"Seeing is Believing," and after your friends see what a goodly supply of Products you have, they will make frequent trips to your home to make their needed purchases.



*Advertise
Your Pantry!*

YOUR PANTRY!

A Pantry Sale

HERE is a note from Mrs. C. I. Shriver, Ashland, Ohio, an enthusiastic Pantry Secretary, who tells about her Pantry Sale.

"I had good success with my Larkin Pantry Sale. In all, I sold \$45.80 and received orders for \$46.55 more."

"My friends did not fully understand what I meant when they received the cards announcing my sale, but when they came and saw my display, they were very much surprised. Nearly every one that came Sale Day, came back the next day and bought more than the first day."

"The display looked very well. I had goods in my Pantry and on the dining room table. As I did not have room enough to hang all the

wearing apparel in the Pantry, I placed some of it on hangers and put it around the room, making my display look as attractive as possible.

"The rubber aprons and the candy were snatched up in a few minutes, and I could have sold three times as much if my stock had been larger."

The results of this sale might be expressed like this — they came, they bought, and then came back for more. The experience of Mrs. Shriver can be yours with just a bit of effort on your part.



Keep Folks Interested

Pricing Your Goods

FOR each Larkin Product you sell, your customer should pay you what it cost you to put that Product on your Neighborhood Pantry Shelf.

Your Secretary's Reward should be clear profit for you. Therefore, your Pantry customers will pay you Larkin Half Prices (one-half Catalog or Order Blank prices) plus the cost of shipping and delivering the goods from our factories to your home.

This cost of transportation varies in different localities, and according to whether goods are shipped by Freight, Express, or Parcel Post. Therefore, we cannot tell you exactly how much to add in order to come out even on your transportation bill. You must judge for yourself.

If any of your customers should object to paying the extra amount charged for transportation, please explain that the cost of transportation is included in every price they pay at any store.



Your Opportunities

BY the time you have done the things outlined on the previous pages to advertise your Pantry, you will have made a number of sales and some regular customers. This is a good start but the most important part of your work is to follow. You are the central station for generating Larkin enthusiasm in your neighborhood and you must keep alive to your every-day opportunities if this little spare-time endeavor is to be a success and you are to earn worth-while Rewards.

Visit Your Friends

EXPERIENCE is a valuable teacher, and one of the most important things that we have learned from thousands of Pantry Secretaries is that the successful Pantry Secretary makes it a point to spend some time each day visiting her friends, taking and delivering orders, as well as creating enthusiasm for Larkin Perfected Products.

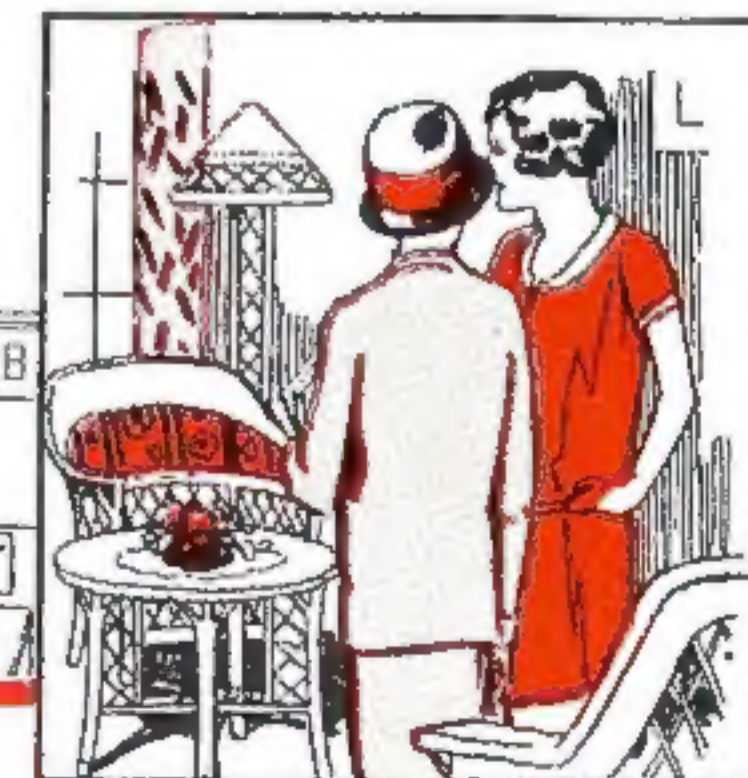
Some time ago we had a contest among our Pantry Secretaries, and a girl's dress, a special, was offered

Keep Folks Interested

for \$1.21½. We asked them to show this dress to their friends and then write us their experiences. You can imagine the success of these Secretaries from the message of Mrs. Fugina, of Chicago, who sold 117 of these little dresses within a short time. "Seeing is believing," and it is easy to sell if people are just given the opportunity to see.

There will be some who will come to your home each day. This is fine, but do not be satisfied to sit and wait for business when you can double your sales by getting out and finding the people who will gladly order if you but call on them.

Let us urge you now to set aside a certain time each day to visit your friends and neighbors with a representative assortment of Larkin Products. At the time of your call, it will pay you to present these customers the latest Larkin Catalog. We shall be glad to furnish you all that you can profitably use in this way.





Timely Offers for Every Season

Interesting The Year-Round

As a Larkin Pantry Secretary you have timely offers for every season of the year. Your Spring-and-Summer Larkin Catalog contains especially appropriate seasonable Products and Premiums as does your Fall-and-Winter book. Timeliness determines the joys of many of the special items in the *Pantry Bulletin*, which will be mailed to you each month.

We are watching each month for seasonable offers that you can sell easily at the time they are offered in the *Pantry Bulletin*.

Each time, before starting out to visit your customers, it is well to make a list of particularly timely items that you wish to call to their attention. Similarly, timely seasonable articles should be prominently displayed in the Larkin Pantry to at once catch the eye of visitors. Naturally, in the early spring, housecleaning occupies a prominent place in the housewife's daily life. Thus, furniture polish, cleaning paste, Larkin cleanser, paint, wall paper, etc., are typical items to push. As summer approaches and outdoor picnics are the order of the day, peanut butter, root beer concentrate, prepared mustard, talcum powder, cold cream and other Larkin Products that one associates with summer comfort, enjoy a rapid sale and you should make the most of it.



Your Fall Sales

In the latter half of the year, as the fall comes on and the children return to school, children's apparel, hosiery, stationery and other juvenile needs occupy a prominent place in mother's expenditure. Then, later in the year, your Pantry sales will begin to soar as you enjoy the benefits of the Christmas trade.

We have mentioned but a very limited number of the timely offers that your Larkin Catalog and your Pantry Bulletin contain. These are just examples of what you yourself can do when you select from the 800 Products and 1,700 Larkin Premiums the things that you wish to push in your community.

We know, for instance, of one Pantry Secretary who seizes the occasion of wash-day each week to find out if she can serve her friends and neighbors with Larkin Starch, Ball Blue, Boraxine, Larkin Washing Tablets, or any other Larkin Product that will aid them. The folks in her community greatly appreciate the convenience which her Larkin Pantry affords them. These Monday morning visits start her week off with big sales, since folks have lots of other things to order besides their needs for a good day's wash.

Make the most of timely seasonable offers.

Keep Folks Interested!



Keep Folks Interested!



GIVE SERVICE AND MAKE FRIENDS

To Sell 'Em, Tell 'Em

THE goods which you have on your Pantry shelves will not move unless people know about them. Every customer who makes a purchase from you is a prospect. Every time you make a sale, suggest some other article which you think will be of interest. The purchaser of tooth paste is a prospect for tooth brushes. Every customer who buys soap is a prospect for household staples, such as coffee, macaroni,

chocolate pudding, etc. "To sell 'em, tell 'em."

Your Pantry Bulletin

Each month you will receive free the *Larkin Pantry Bulletin* which is filled with helpful sales hints as well as many special low-priced bargain offers. Be sure to take advantage of these special offers. When you get the *Pantry Bulletin*, make up an order and get one or more of each of the specials which is being advertised. When these come, you will

GIVE SERVICE AND MAKE FRIENDS

have a sample to show your friends. Then, in making your calls you have something new to interest them and at the same time have an opportunity to talk Larkin Perfected Products and sell many Products and Premiums. These special offers enable you to materially increase your Rewards.

Again let us emphasize the fact, "Seeing is Believing." *Show your friends what you have to sell and the rest is easy.* It won't be long before your friends will tell other people, and in this way your list of customers will rapidly increase.

You Sell Quality Products

We believe in the goods we sell and we want you to believe in the goods you sell. Enthusiasm is contagious, and if you are a user of our pearl-white, floating Maid o' the Mist Soap and are as enthusiastic about it as we are, you will soon have the entire trade in your neighborhood. There are hundreds of other Larkin Products which are of the highest quality. When you meet your customers, just keep in mind the motto —

"To Sell 'Em, Tell 'Em"

The Larkin Pantry is an asset to any neighborhood. It gives people an opportunity to buy high-grade, low-priced Products and have them delivered immediately. It really brings the Larkin Factory right into the community, as you can take orders for Premiums as well as Products.

The Cash Box

Business houses grow and are successful because they use right methods and conduct their business in a systematic and orderly way. One of these methods is to keep an accurate account of money coming in and going out.

Every Pantry Secretary should have a cash box for her Pantry money. We suggest that you keep a record of the money taken in and of the money sent to Larkin Co. By using this method you will always have cash for repeat orders and can easily watch your profits grow. At first the Coupons which are received as Service Rewards should be used to purchase Larkin Products and increase your stock. It should be



GIVE SERVICE AND MAKE FRIENDS

your ambition to keep your Pantry shelves filled with a representative line of goods at all times, so as to be able to fill your customers' needs promptly.

Another practical convenience is a bank account. This insures safety and enables you to pay for your repeat orders with a check, which not only furnishes a record of payments but also serves as a receipt and saves the cost of purchasing money- or express-orders.

Begin your Pantry work right, by having a cash box where your Pantry funds will be kept separate from your general household money.

Watch Your Pantry Stock

Keep your Pantry stock moving. It is unprofitable to have money tied up in goods which remain on



the shelves untouched for months. Watch your Pantry stock to see that you do not have any slow sellers.

If you have, get them out on a table or some place where they can be displayed and easily seen. Then make a special effort to sell these goods. Keep a small stock of the articles which are not daily sellers and put the most of your money into staple, quick-selling Products, such as soap, boraxine, coffee, chocolate pudding, macaroni, and noodles.

Save Money by Buying in Case-Lots

You will be on the alert to purchase at the lowest possible price, therefore, we want to remind you of the fact that you can save money by buying in quantities. Many Products are offered in the Catalog at a special low price if you buy a case at one time.

It only takes a short time to sell a case, 100 bars, of Maid o' the Mist or Honor White Soap, and a case of twelve packages of our fine, white salt will be gone before you know it. These goods, as well as many others, are sold for much less if you buy in case-lots than if you buy in single units. This extra profit can be yours by taking advantage of these offers.

Service Makes Friends

Good service consists of three things: Selling the right goods at the right prices and giving your custom-

GIVE SERVICE AND MAKE FRIENDS

ers prompt and courteous service. Larkin goods and Larkin prices are right and we know that you will see that your customers receive good service. This means:

1. That your Pantry should be so located that it is easy for customers to get to it.
2. That the goods should be so arranged that you can find them quickly.
3. That the selling prices should be marked on each article so that you can serve your customers promptly.
4. That you should *send repeat orders regularly*. We believe that the successful Pantry Secretary should send repeat orders at least once a week in order to keep the Pantry shelves filled.

Be Enthusiastic

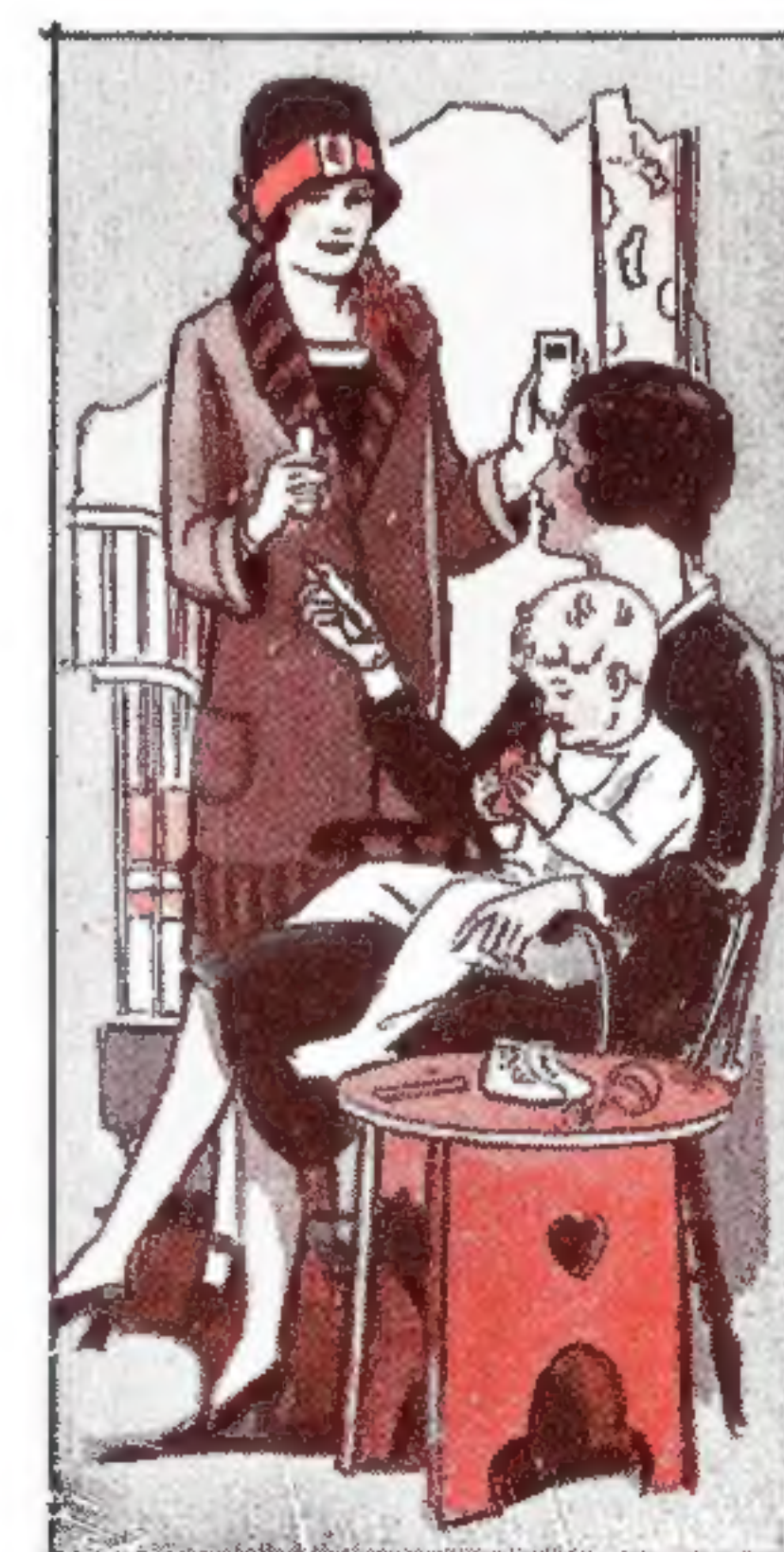
Your Pantry success will depend upon your ability to keep your friends interested in the goods you sell and the service you can perform. People buy when some one stimulates their desire to possess an article. You will find it necessary to stimulate your friends, by getting them to come to your home, by having Pantry Parties and Pantry Sales; or by spending some time each day calling upon them, showing Larkin Perfected Products and talking about Larkin Premiums. A combination of these two methods will bring the best results.

Enter upon your Pantry work with enthusiasm. Keep in mind that we are with you to help in every way and that you always have our best wishes for Success.



How To Win

"It takes a little courage,
And a little self-control,
And some grim determination,
If you want to reach the goal.
It takes a deal of stirring,
And a firm and stern-set chin,
No matter what the battle,
If you're really out to win."



GIVE SERVICE AND MAKE FRIENDS

Sell Premiums

YOU have an unequalled opportunity greatly to increase your Rewards by taking orders for Larkin Premiums. With some few exceptions, practically every Premium can be purchased at "half price," or in other words, for just one-half the amount of the purchase of Products with which the Premium is given. For example, a Premium given with a \$10 purchase of Products, or for \$10 in Coupons, you can buy for \$5 cash. By keeping the Larkin Catalog handy and knowing the needs of your customers you will be able to get many orders for Premiums.

Your customers should understand that they are to pay freight and delivery charges on Premiums. Your Rewards belong to you.

Success Assured

YOUR Larkin Pantry is a little neighborly plan of selling and it offers you the opportunity to become a great factor for good in your community. Your success is assured because the principle upon which you are working is right. You are performing a real worth-while service in reducing the living expenses of your friends and helping them to make their firesides cozy.

Indeed your Pantry is a gold mine. It will prove very, very profitable to you if you realize its possibilities.

Just think of the possibilities of this little enterprise—*loyal friends, happy homes, a steady income, contentment, independence—Success.*

You
can
Easily Sell
Larkin
Premiums



Little Stories of SUCCESS



Pantry Makes Friends

"Oh gee! I just could not get along without my Larkin Pantry—it's just like one of the family."

"Once a month I 'dress up' my Pantry, then telephone my friends and neighbors to come over for the afternoon. I often sell as much as \$50 worth of extra Products in one afternoon."

"I have made some of my best friends through my Larkin Pantry. I'll tell you I will never be without my Larkin Pantry."—Mrs. F. E. Bossard, Tulsa, Okla.

Meet Needs of Home

"I have only had my Pantry two weeks. I surely enjoy selling the goods and am happy to show it to everyone. I am not afraid to introduce Larkin goods to the most refined housewife, because she is sure to buy."

"One of the main reasons for starting the Pantry was to enable me to meet the needs of my home, which without this aid I would be compelled to do without."—Mrs. Simon Duncan, Spring Valley, Ohio.

A Personal Help

"I started my Larkin Pantry because I wanted to earn a little money to spend as I pleased."

"I also have my home just about furnished with Larkin goods. And I'm proud of it."—Mrs. Fred Westcott, West Eaton, N. Y.

A Blue Star Secretary and Three Trips to Buffalo

"The month after I received my Pantry I was a Blue Star Secretary for the first time."

"Then with my Pantry's help, I made my first wonderful trip to Buffalo and Niagara Falls. I thought such happiness could never be repeated, but I was mistaken for I made two more trips, taking my husband along, also my daughter."—Mrs. A. Sees, Philadelphia, Pa.

Year-Round Profit

"I like my Pantry because it brings me a profit the year-round. I can run a little business all my own and not only feel independent but know that I am helping my husband."—Mrs. Ernest Coles, Fawn Grove, Pa.